



# **Selling to the Federal Government**

**Tom W. Krusemark**  
**Procurement Ctr Rep**



# *First Thing To Do*

- Obtain a Data Universal Number System (DUNS) Number  
[www.dnb.com/us](http://www.dnb.com/us)
- *DUNS Number can be obtained free-of-charge at time of CCR registration (see next slide)*



# **SBA** Register Your Business

- Central Contractor Registration Database (CCR)

- Keep Current (Update yearly at minimum)

*[www.ccr.gov](http://www.ccr.gov)*

- Online Representations and Certifications Application (ORCA)

*<https://orca.bpn.gov/>*



# *Know the Federal Contract Certifications*

- **Self-Certifications**
  - Small Business – NAICS Codes
  - Woman-owned Business
  - Veteran-owned Business
  - Service Disabled Veteran-owned Business
  
- **Formal Certification Programs**
  - 8(a) Business Development
  - HUBZone
  - Small Disadvantaged Business (SDB)



# *Formal Certifications*

- **Requires SBA Approval**

- **8(a)** - Socially and economically disadvantaged firms enrolled in a 9-year business development program.
- **HUBZone** - Small businesses located in areas identified as historically underutilized business zones, and with 35% of its employees living in HUBZones.
- **SDB** - Three-year certification for small, socially and economically disadvantaged firms eligible to receive prime and subcontract preferences.



# ***8(a) & SDB***

## **SBA 8(a) program**

- Applies to all purchases
- Must be certified by the SBA
- Non-competitive and competitive program
- 9-year term - no renewals
- All 8(a) firms are SDBs
- Award must be made at fair market price
- FAR 19.8

## **SDB program**

- Applies over \$100,000
- Must be certified by the SBA
- Competitive program
- 3-year term with renewals
- Not all SDBs are in 8(a) program
- 10% price evaluation credit (limited to select agencies)
- FAR 19.11 and 19.12

# SBA HUBZone Program

## HUBZone Program

- Applies to purchases over \$3,000;
- Must be certified by SBA - no term limits;
- Recertification required every 3 years;
- Competitive and sole-source program benefits;
- 10% price evaluation preference
- Principal office must be in a HUBZone
- 35% of employees must live in a HUBZone
- FAR 19.13



# SBA *Veteran's Program*



## **Service Disabled Veteran Owned Small Business**

- Applies to purchases over \$3,000
- Self Certified on CCR
  - VA determines Service Disability
- No term limits
- Competitive and sole-source program benefits
- Subcontracting and Prime Contracting goals
- FAR 19.14



# *Know the Rules*

- Federal Acquisition Regulations (FAR)  
[www.arnet.gov/far](http://www.arnet.gov/far)
- Subpart 8.4 – Federal Supply Schedules
- Part 13 – Simplified Acquisitions
- Part 14 – Sealed Bidding
- Part 15 – Contracting by Negotiation
- Part 19 – Small Business Programs





# *Finding Prime Contract Opportunities*

- Research Past Purchases
  - GSA Federal Procurement Data Center
  - <https://www.FPDS.gov>
  
- Identify Current Procurement Opportunities
  - Federal Business Opportunities (FBO)
  - [www.fbo.gov](http://www.fbo.gov)



# FedBizOpps

## Identify Opportunities - Follow the Money

**FedBizOpps**  
Federal Business Opportunities



**★ Find Business Opportunity** [go](#)

**★ General Information**

- ▶ Section 508 Vendor Notice
- ▶ Interface Description
- ▶ Management Responsibility
- ▶ Frequently Asked Questions

**★ Privacy and Security Statement**

- ▶ Privacy and Security Statement

**★ FedBizOpps News**

- ▶ What's New?

FedBizOpps.gov is the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps via the Internet. Through one portal - FedBizOpps (FBO) - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community.

**Related Links**

- ▶ DEMO FBO
- ▶ DoDBusOpps
- ▶ Federal Agency Business Forecast
- ▶ Federal Assets Sales
- ▶ Federal Commons
- ▶ Firstgov
- ▶ Minority Business Development Agency
- ▶ SUB - Net(Sub-K Opps)
- ▶ Vendor Registration

[www.fedbizzopps.gov/](http://www.fedbizzopps.gov/)



 <b>Log In</b>	 <b>What's New</b>	 <b>Top Requests</b>
<p>Log-In: <input type="text"/></p> <p>Password: <input type="password"/></p> <p><input type="button" value="Log In"/></p> <p><a href="#">Forgot Your Password?</a></p> <p><a href="#">Security and Privacy</a></p> <p><a href="#">About FPDS-NG</a></p> <p><a href="#">Contact Help Desk</a></p>	<p>New government wide standard reports and improved adhoc reporting is now available.</p> <p><a href="#">For more information on reports and other new items please click here.</a></p> <p><a href="#">DoD Data Availability</a></p> <p><a href="#">For more information on using and importing the XML data archives please click here.</a></p> <p><a href="#">To read this month's FPDS-NG Information Center newsletter, click here.</a></p> <p><a href="#">FPDS-NG User's Manual</a></p>	<p>Current top requests:</p> <p><a href="#">Hurricane Katrina Contracts</a></p> <p><a href="#">Hurricane Rita Contracts</a></p> <p><a href="#">Other Hurricane/Disaster Relief</a></p> <p><a href="#">Trending Analysis Report for the Last 5 Years</a></p> <p><a href="#">FPDS-NG Transaction and User Statistics</a></p> <p><a href="#">Performance Based Statistics</a></p>



# *Finding Subcontracting Opportunities*

- Subcontracting Opportunities  
Directory of Large Prime  
Contractors

*[www.sba.gov/gc/sbsd.html](http://www.sba.gov/gc/sbsd.html)*

- SUB-Net  
*<http://web.sba.gov/subnet>*



# SUB-Net

<http://web.sba.gov/subnet/>



**U.S. Small Business Administration  
Subcontracting Network**

Also see SBA's [Subcontracting Opportunities Directory](#)  
& [SBA's PRO-Net](#) - Procurement Marketing and Access Network

[DISCLAIMER](#)

[Privacy Policy](#)



# *Joint Ventures & Teams*

- Investigate Joint Venture/Teaming Arrangements
  - Excluded from affiliation – 13 CFR 121.103(f)(3)
  - “bundled” requirement
  - other than a “bundled” requirement



# *Market Your Firm*

- Present your capabilities directly to the federal activities and large prime contractors that buy your products and services
- Attend procurement conferences and business expos
- Attend Business Matchmaking events



View

## *Solicitations*

- Request or download a bid package
- Obtain copies of relevant specifications & drawings
- Understand relevant purchasing regulations
- Federal Acquisition Regulations:
  - Micro-purchases (under \$3,000)
  - Simplified Acquisitions (under \$100,000)
  - Bids & Proposals (over \$100,000)
- Contract clauses



# *Prepare Your Offer*

- 3 Rules for a solicitation:  
*-Read it...Read it...Read it!!!*
- Request a Procurement History
- Attend Pre-Bid Meetings
- & Walk-Throughs
- Get clarification of ambiguities
- Proofread your proposal
- Submit it on time!





# *Contract Award*

- Are you Responsive?
- Are you Responsible?
  - Pre-Award Survey: Technical capability & production capability
  - Quality Assurance (QA)
  - Financial: accounts receivable, net worth, cash flow
  - Accounting System
  - System for Qualifying Suppliers
  - Packaging, Marking, Shipping





# *Contract*

## *Performance*

- Contingency Plans
- Have a back up plan if something goes wrong
- Give yourself enough time to react
- Anticipating Final Inspection
- Make an appointment before shipping date
- On-Time delivery
- Establish a good track record



# *Getting Paid*

- Know the paperwork process
- Keep good records
- Know your options
  - Progress payments
  - Prompt Payment Act
- EFT (electronic funds transfer)
- Accept government credit cards





## *Seek Additional Assistance*

- **Procurement Technical Assistance Center (PTACs)** [www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm)
- **Small Business Specialists**  
[www.acq.osd.mil/sadbu](http://www.acq.osd.mil/sadbu)
- **Local District Offices and Resource Partners**  
[www.sba.gov](http://www.sba.gov)
  - **Local Small Business Development Centers**
  - **SCORE** [www.score.org](http://www.score.org)
  - **Women's Business Development Centers**  
<http://www.onlinewbc.gov/>



## *SBA Assistance Programs*

- Federal Agency Contract Goal Program
- Procurement Marketing (FBO & SUB-Net)
- Certificate of Competency Program (COC)
- Size Program – NAICS Information
- E-Business Institute



# E-Business Institute

## ONLINE COURSES, WORKSHOPS & GUIDES



- [Online Courses](#)
- [National Training Events](#)
- [Library](#)
- [Entrepreneurial Development](#)
- [Web Events](#)
- [Women's Business Centers](#)
- [Home](#)

Knowledge is power! Improve your ability to compete by participating in one or more of the short, self-paced courses and workshops listed below.

### ► STARTING A BUSINESS

1. [Entrepreneurship: Starting & Managing Your Own Business](#)
2. [How to Start a Small Business](#)
3. [Self Assessment: Understanding Your Skills & Needs](#)
4. [Identify Your Target Market](#)
5. [The Business Plan](#)
6. [El Plan Commercial \(The Business Plan – Spanish\)](#)
7. [Business Plan Workshops](#)
8. [Start-up Costs Tool](#)
9. [Business Basics: Getting Started](#)

### ► BUSINESS MANAGEMENT

1. [Building Your Business](#)
2. [Business Mentoring](#)
3. [Entrepreneurship: Starting](#)

### ► FRANCHISING

1. [Franchise Directories & Evaluation](#)
2. [Is Franchising for Me?](#)
3. [IFA University](#)

### ► INTERNATIONAL TRADE

1. [Online Guide to Exporting](#)
2. [Trade Mission Online](#)
3. [A Primer on Exporting](#)
4. [International Business Opportunities](#)

### ► EMPLOYEE MANAGEMENT

1. [Benefits, Compensation & Wages](#)
2. [Employee Handbook](#)

### ► FEDERAL & STATE RESOURCES

Find online business counseling and training at:

[www.sba.gov/training/index.html](http://www.sba.gov/training/index.html)



# *Helpful Web Sites*

- DOD Small & Disadvantaged Business Utilization Office  
*[www.acq.osd.mil/sadbu/](http://www.acq.osd.mil/sadbu/)*
- Procurement and Technical Assistance Centers  
*[www.sellingtothegovernment.net](http://www.sellingtothegovernment.net)*
- Small Business Development Centers  
*[www.sba.gov/sdbc/](http://www.sba.gov/sdbc/)*



# *SBA Helpful Web Sites*



**U.S. Small Business Administration**

About SBA

SBA Programs

Your Local SBA

SBA News

Subscriptions

Forms

Library

- **SBA's Home Page:** [www.sba.gov](http://www.sba.gov)
- **Government Contracting:** [www.sba.gov/GC](http://www.sba.gov/GC)  
Site includes links to all major government contracting programs discussed here plus much, much more.



# *SBA*ngs To Remember

- **TARGET YOUR CUSTOMER:** Who buys your product or service? How do they buy?

**When do they buy?**

- **KNOW THE RULES:**

**Federal Acquisition Regulations  
Contract requirements and  
specifications**

**How to obtain Contract history**

- **PERFORM AS PROMISED:** On-time delivery,  
Good Quality, at a Fair Price